

PRINCIPLE

FEBRUARY 5, 2018

BRAND IDENTITY RECOMMENDATION

City of Bellaire

VERBAL IDENTITY — the messaging framework that articulates who we are, what we stand for, and how we come across.

VISUAL IDENTITY —a unique logo for the City of Bellaire that visually reinforces the brand messaging — and that will serve as the catalyst for a “kit of parts” (the other style elements, like type and color, which will define and connect your system).

PROCESS FUNNEL

HOW WE ARRIVED AT A REFRESHED BRAND IDENTITY

AUDIT: Existing identity, materials, signage, etc.

IMMERSION: Research delving into historical files, Parks' Master Plan, Urban Design Plan, Comprehensive Plan, as well as assessing other City logos : 180+ hours

INTERVIEWS: with COB leadership and staff, elected officials, board and society members, residents: 25+ individuals

CREATION OF BRAND IDENTITY: Visual system + Verbal platform

FOCUS GROUP FEEDBACK:
Bellaire resident participants gathered by 3rd party facility;
feedback incorporated, refinements made

FINAL BRAND RECOMMENDATION:
City Staff; PGAL, Principle

**APPLICATION TO NEW
MUNICIPAL FACILITIES**

Verbal Identity

**RATIONAL
APPEAL**

**EMOTIONAL
APPEAL**

A safe place.

ASSURANCE

A warm home.

COMMUNITY

A stone's throw.

ACCESS

A lush grove.

BEAUTY

CHARTING OUR VALUES

Using these four core values to organize
Bellaire's points of pride and comfort.

A safe place.

ASSURANCE

REAL RESPONSIVENESS

(WELL-PROTECTED)

LONG-TERM STABILITY

(WELL-PLANNED)

EVERYDAY EASE

(ATTENTIVE)

A SMART INVESTMENT

(SOUND)

A warm home.

COMMUNITY

SMALL-TOWN SPIRIT

(FRIENDLY)

CIVIC PRIDE & PARTICIPATION

(CONNECTED)

ENGAGING PEOPLE & PROGRAMS

(VIBRANT)

HARDWORKING HERITAGE

(WHOLESOME)

A stone's throw.

ACCESS

PROXIMITY TO HEART OF HOUSTON

(CLOSE)

AROUND-THE-CORNER CONVENIENCE

(SIMPLE)

ADMIN APPROACHABILITY

(RECEPTIVE)

DISCERNING DEVELOPMENT

(MINDFUL)

A lush grove.

BEAUTY

A LEAFY LEGACY

(GREEN)

TIDY TRANQUILITY

(CHARMING)

IDYLIC BUT NOT IDENTICAL HOMES

(DIVERSE)

PARKS, TRAILS & GREEN SPACE

(FRESH)

How these values might live
in prose and talking points.

Welcome to the city of Bellaire, Texas, a neighborly haven a stone's throw from the heart of Houston.

Founded in 1908, Bellaire has grown from a twelve-family farm town into a verdant enclave of shaded streets and beautiful homes, beloved for its small-town spirit and big-city proximity.

Our compact footprint—a neat span of 3.5 square miles—has remained essentially unchanged since the city’s incorporation, making Bellaire not only a place of friendly waves and familiar faces, but also a setting where families enjoy the kind of focused attention from their city that makes for meaningful participation and real peace of mind.

This is a place where if you drop by, speak up, reach out—you'll be heard. Our chief of police will still answer your call himself.

This is a prairie whose settlers weathered hurricanes and high water, freezes and drought.

But who picked up and persisted and planted again, and now the streets are green and lush.

This is a dairy farm. A citrus grove.

A general store. A trolley line.

Where neighbors square danced on the streets
after they were paved, and hung numbers
on their doors for the first postman.

This is a block that traded recipes and baseball cards.

That raised each other's kids, and raised their flags,
and raised their hats to returning veterans.

That found the money for a city hall. A library.
Another park. That found the time to plant flowers
in the esplanades.

This is a corner where the parade goes by.

Where you'll bump into the mayor, or the coach,
or that new couple from the farmers market.

Where you can be close to the action,
but away from the hurry.

This is a backyard for fresh air and fireflies.

For swing sets and cannonballs and
college applications. For the sweet scent
of jasmine and the rustle of oak trees.

For one more story before bed.

Bellaire is the simple happiness of home.

And while premier schools, safe streets, an easy commute, and sparkling residences may be the reasons people move to this city, its enduring sense of community is why they stay—for a network of neighbors who are warm and attentive, diverse and discerning. Who are ready to play and pause and indulge, together...who are committed to making the next century of Bellaire even brighter.

We work hard to care
for every inch of Bellaire.

We're delighted you found
your way here. *Welcome.*

Visual Identity

NOTE ON PROCESS

A logo is typically the foundation of a brand's visual identity, and where we have begun our studies for Bellaire. From the logo we will begin to establish other key building blocks which the city currently lacks: defined typography, color, material considerations, overall tone and story.

Securing this visual anchor up front so that it is easily recognizable, reproducible, and reflective of our values will allow us to create a cohesive and meaningful brand system moving forward.

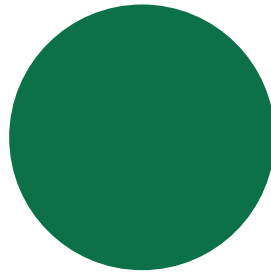
BRAND PERSONALITY

Simple. Sunny. Classic.

Communicative.

Abundantly pleasant.

A refined wholesomeness.



PANTONE 3425

PRIMARY COLOR:

+ This green evokes Bellaire's lush beauty and tranquil setting — colors that are identified with calm, peace and serenity. Green blends tastefully with branded environment, and also stands distinct from neighboring communities (e.g. West U, which is blue, or Upper Kirby, which is red).

+ This green captures the spirit of Bellaire: refined, approachable, natural but noteworthy.

+ *Secondary color palette to be explored / defined in next phase.*

Logo



OFFICIAL CITY SEAL



OFFICIAL CITY ICON



DISTILLED ICON



DESIGN NOTES:

Serif Typeface: *Athelas*

This typeface was inspired by Britain's classic literature. An elegant typeface for screen and print, it is advantageous for long-form reading. It embodies typographic tranquility and breathes peacefully on the page to usher the reader into the wordsmith's art.

SERIF

Athelas Regular

Athelas Italic

Athelas Bold

Athelas Bold Italic

SANS

Freight Sans Light

Freight Sans Light Italic

Freight Sans Book

Freight Sans Book Italic

Freight Sans Medium

Freight Sans Medium Italic

Freight Semibold Bold

Freight Sans Semibold Italic



City of Bellaire

PUBLIC WORKS

DESIGN NOTES:

Sans Typeface: *Freight Sans*

Freight is a “superfamily,” which means it has multiple character weights that are helpful in building systems, especially signage. It is approachable and friendly, while remaining functional and timeless. Freight is highly legible and a production workhorse.

Brand Demonstrations



Utility Billing

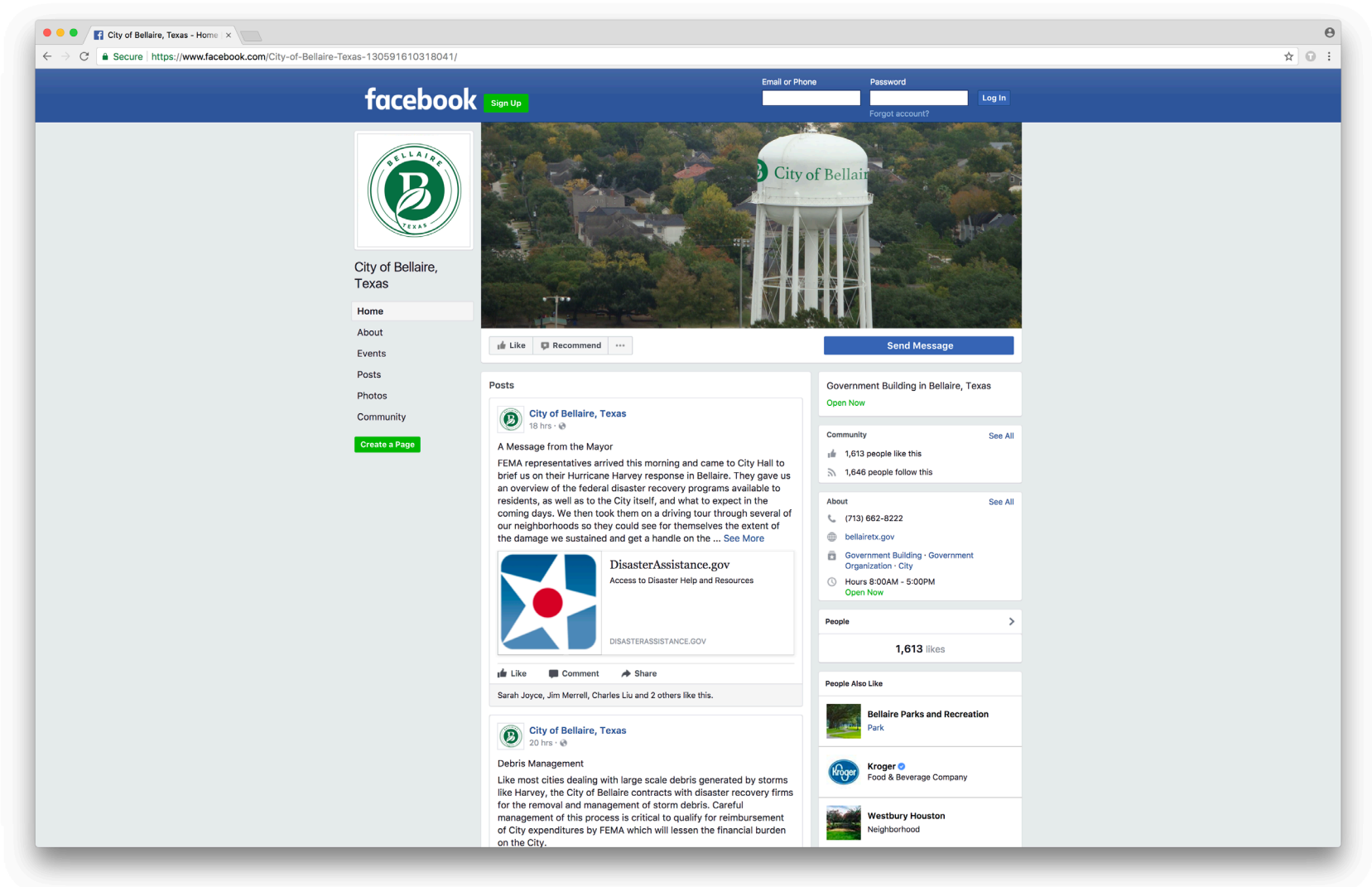
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Karl Miller

Director of Parks,
Recreation and Facilities















NEW VISION



CURRENT

Thank you.